



The personnel department is extremely grateful to all employees who go out of their way to satisfy any customer who walks into a company store. Through Sunnyside Up, we recognize and thank our employees who have been commended for their outstanding services.

Lee W. Kane

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Vice President, Personnel and Employee Relations

K MART 418, DALLAS, TEX.

"I was recently shopping in your store when my billfold was lifted from my purse. At the time, I related this horrifying fact to the store in order to protect my credit cards including my Kresge card. Soon afterward, the store called to inform me that they had found my billfold with all the credit cards safe inside.

"I would like to say that all employees at this store were most kind to help locate my billfold. They have my best wishes."

K MART 636, MIAMI, FLA.—RICHARD WASIELEWSKI

"I am writing this letter to inform you of the quality of man you had the foresight and good judgement to place as manager of your automotive department. Mr. Richard Wasielewski is extremely polite and a very capable man. Customer satisfaction is the most important thing to him, not how much he can talk you into buying. It was a pleasure to do business with your company through such a pleasant and competent man."

KRESGE 671, RAPID CITY, S.D.

"Being new to an area can be a lonely experience but I found just the opposite to be true here. During summer when my office was being remodelled, I had occasion to be in your place of business several times. Each time I was greeted with courtesy and a friendly smile.

"Now that my office is open, time does not allow me to visit personally to say 'thank you' for the courtesies extended. So to you I say THANK YOU. Please express this to your employees for me. I really appreciate the warm welcome I've received in Rapid City."

KRESGE 143, SPOUX CITY, IA.

"I wish to thank everyone for their kindness and help when I passed out at your store. Much thanks to the assistant who drove my car for me to the hospital. All of this help will never be forgotten. You have truly nice people at your store."

K MART 606, SANTA CLARA, CALIF.—HELEN BLAKLEY

"I just want to thank you for the way Kmart treats their customers. I especially like Helen Blakley in the camera department. Helen has an excellent personality in her contact with the public. One can't help but like her.

"I like shopping at Kmart. It sells just about everything one needs at very fair prices. Kmart is tops when one has to return merchandise. A customer really gets satisfaction there."

K MART 636, CUDAHY, WIS.—MANAGER BOGER HORTON, JOAN NIENOR, GARY PROFT, CRYSTAL STREHLER

"I contacted Mr. Horton and explained our situation regarding the need to purchase housewares and small appliances for the Jewish Vocational Service's Family Counseling and Education Program. FCE is a program designed to assist the married mentally retarded parents of the greater Milwaukee area with homemaking, financial and social skills. We were able to purchase a large amount of household goods for the FCE clients."

"You realize also that because of our tax exemption there was more paper work than with the usual customer. Please extend that to Manager Horton, to the gracious helpful lady in the small appliances department, to Joan Nienor who had the mammoth task of tallying our purchases and to Gary Proft and Crystal Strehler who helped pack and load our goods."

K MART 481, EAST RIDGE, TENN.

"Just a note to tell you how much I enjoy your store because of its service and real friendliness of the clerks. There are two 52 store shopping centers very near, yet your one store gets, at times, 90 percent of my business!"

"I have closed out all my charge accounts as my revolt to high prices. Your store is so worthwhile and pleasant to visit that I am keeping my account open and perhaps by destroying my other credit cards, you will benefit."

K MART 636, HUNTSVILLE, ALA.—DANNY FAFARD

"This letter is to bring to your attention one of the good things about 6362, Danny Fafard. He is the heart of the camera department. Whenever I have a question on film, processing or camera equipment, Danny is the one who either knows the answer or will find it. He is always courteous and friendly."

"I might also add that because of Danny's service, many of my friends are now bringing their business to Kmart when it would have gone elsewhere. Danny has always been ready to serve, and I, for one, appreciate his efforts with a struggling amateur photographer."

Personnel of the following stores have been praised in letters by satisfied customers.

K MART 6145, MT. CLEMENS, MI.—HAROLD FISHER

K MART 6113, WOODBURY, ILL.

K MART 4665, PITTSBURGH, PA.

K MART 4321, MADISON, WIS.—DAVE DINGEL

K MART 6180, SPRINGFIELD, MO.—RON DAUGHERTY

Fire chief "off" job is appliance d.m. "on" the job



Fighting a fire can be all in a day's work for George Farah, appliance district manager in the Central Region. As fire chief for Mt. Clemens, Mich., volunteer firemen, Mr. Farah battles about 90 fires a year.

"Oh, I had a close call once," he admits. "I ran out of oxygen at the top of an 80-foot ladder, and when I took off my mask, the wind shifted and smoke overpowered me." By the time his partner brought him down, Mr. Farah was unconscious. "Of course, I was buckled in so I didn't drop," he says about a safety measure that may have saved his life.

Mr. Farah has been fire chief since December, but has been a volunteer fireman for 18 years. He estimates he's answered over 1,200 fire calls in that time. This fall, he begins training in emergency medical service, a paramedical field like that seen on television. "Six of the 26 men under me

have completed this training already."

With this special training, he and his men will be qualified to deliver babies, and be better able to deal with emergencies involving serious medical or physiological problems. But this doesn't mean that Mr. Farah and his team aren't well qualified now to do their job rescuing others from danger or death.

The men practice fire fighting methods three times a month and are all experts in first aid. Mr. Farah's team helped out during the recent tornado crisis in Chesterfield Township, and he has saved the lives of many in emergencies.

Besides these activities, Mr. Farah is active in other civic affairs, and has demonstrated his leadership in church and men's clubs, serving on the Mt. Clemens Community Relations Board. "I like to keep involved," he says casually, "and see we're all getting a fair shake."

Distinguished attributes like these help him in the district manager's position he's held for over two years during the nearly 8 years that he's been with Kresge. With a service record like George Farah's, you can be sure of a fair shake whether customer or worker, and he's not bad to have around in a disaster either.

Staffer participates in national cherry festival

Cherry blossom time will always have a special significance to one K mart part-timer. Linda Harcharik, 4433, Quincy, Ill., check-outs, is a member of the Quincy Golden Eagle Color Guard which participated in the National Cherry Blossom Festival in Washington, D.C.

Linda's color guard, a high school marching unit, was invited to be the first division of the 80-unit Cherry Blossom Parade. Prior to the parade, the girls toured Gettysburg, Kennedy Center, the White House, the National Archives, Lincoln Memorial, the Smithsonian Institute and other famous sites around the nation's Capitol.

Mrs. Richard Nixon was to have received a desk set in a special presentation by the color guard but unfortunately, other commitments forced her to miss the ceremony. The desk set, which was to be presented by Linda, proclaimed Patricia Ryan Nixon as an honorary alumna of the Golden Eagle Color Guard.

Another highlight of the trip was the Guard's participation at pre-game ceremonies of the high school all-star basketball game. During the ceremonies, the girls held 10 state flags representing the home states of the boys who were playing the game.

Linda's Golden Eagles also went to the Cherry Blossom Festival parade four years ago—a special honor reserved only for the best.

Watch for these new store openings

May's calendar introduces six new K marts to residents of five states. Baton Rouge, La. kicks off the debuts on May 2 with K mart 3119, and the following week K mart 3150 opens in Winston-Salem, N. C. on May 9.

On May 16, K marts 3174 and 7013 open their doors in Stockton, Calif. and College Station, Tex. On May 23, stores 7015 and 7016 open in Clovis and Hobbs, both in New Mexico.

Stockholders meet in May

The Kresge Company's 62nd Annual Shareholders Meeting will be held May 21 at 9 a.m. at International Headquarters, 3100 West Big Beaver, Troy, MI.

Chairman Robert E. Devar will address the shareholders, reviewing the past year's finances and activities and presenting future plans and prospects.

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